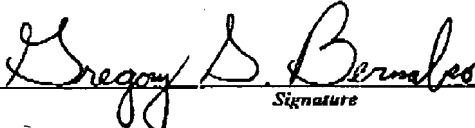
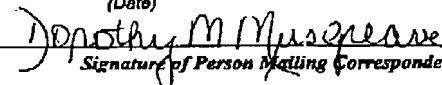


<b>TRANSMITTAL LETTER</b> (General - Patent Pending)				Docket No. P23,305-CUSA	
In Re Application Of: Joshua M. Kopelman, Srinivas Balijepalli					
Application No. 10/743,982	Filing Date December 22, 2003	Examiner G. O'Connor	Customer No. 23307	Group Art Unit 3627	Confirmation No. 9053
Title: METHOD AND APPARATUS FOR FACILITATING SALES OF GOODS BY INDEPENDENT PARTIES					
<u>TO THE DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE:</u>					
Transmitted herewith is: Reply to Office Action dated July 22, 2005				<b>RECEIVED</b> <b>CENTRAL FAX CENTER</b> <b>AUG 16 2005</b>	
in the above identified application.					
<input checked="" type="checkbox"/> No additional fee is required.					
<input type="checkbox"/> A check in the amount of _____ is attached.					
<input checked="" type="checkbox"/> The Director is hereby authorized to charge and credit Deposit Account No. <u>19-5425</u> as described below.					
<input type="checkbox"/> Charge the amount of _____					
<input checked="" type="checkbox"/> Credit any overpayment.					
<input checked="" type="checkbox"/> Charge any additional fee required.					
<input type="checkbox"/> Payment by credit card. Form PTO-2038 is attached.					
<b>WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.</b>					
 _____ Signature				Dated: August 16, 2005	
Gregory S. Bernabeo, Reg. No. 44,032 Synnestvedt & Lechner LLP 2600 Aramark Tower 1101 Market Street Philadelphia, PA 19107-2950 Tel: 215-923-4466 Fax: 215-923-2189				<div style="font-size: small;">I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to "Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450" [37 CFR 1.8(e)] on</div> <div style="text-align: center;">August 16, 2005 (Date)</div> <div style="text-align: center;"> _____ Signature of Person Mailing Correspondence</div> <div style="text-align: center;">Dorothy M. Musgreave Typed or Printed Name of Person Mailing Correspondence</div>	
cc:					

P16B/REV03

**Application No. 10/743,982**  
**Reply to Office Action dated July 22, 2005**

**Docket No. P23,305-C USA**

---

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

---

In re application of:

**Joshua M. Kopelman**  
**Srinivas Balijepalli**

Examiner: **G. O'Connor**

Application No.:  
**10/743,982 (Conf. No. 9053)**

Group Art Unit: **3627**

Filed: **December 22, 2003**

S&L Docket No. **P23,305-C USA**  
(Client Ref 2043.047US1)

For: **METHOD AND APPARATUS FOR FACILITATING**  
**SALES OF GOODS BY INDEPENDENT PARTIES**

---

**CERTIFICATE OF FACSIMILE TRANSMISSION**

I hereby certify that this document along with any papers indicated as being forwarded herewith are being facsimile transmitted on August 16, 2005 to the United States Patent and Trademark Office to facsimile number (571) 273-8300.

*Dorothy M. Musgrave*  
Dorothy M. Musgrave

**RECEIVED**  
**CENTRAL FAX CENTER**  
**AUG 16 2005**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**REPLY TO OFFICE ACTION DATED JULY 22, 2005**

Sir:

This Reply is responsive to the Office Action, dated July 22, 2005, in the above-identified application. Reconsideration and reexamination of this application are requested respectfully in view of the following amendment and remarks.

**Amendments to the Claims begin on page 2 of this paper.**

**Remarks begin on page 6 of this paper.**